

# MARKETING EDUCATION

## EDUCATIONAL SPACES

### Printing Instructions

1. Print the Table of Contents section to obtain an overview of the total document.
  2. Print each document section that you are interested in.
  3. For a *complete* document, please *print all* sections.
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## MARKETING EDUCATION

### GENERAL PROGRAM GOALS AND OBJECTIVES STATEMENT

- ☐ Define and apply the role of marketing in the economic system
- ☐ Define and apply basic marketing elements
- ☐ Apply the basic skills of marketing math
- ☐ Describe and apply sales transaction and store operation skills
- ☐ Define and apply the critical elements of advertising
- ☐ Define and apply the basic elements of display and sales promotional activities
- ☐ Apply selling techniques
- ☐ Apply interpersonal skills
- ☐ Explore career opportunities and develop appropriate job seeking skills
- ☐ Apply communication skills
- ☐ Define and apply merchandising essentials
- ☐ Explore and utilize technology
- ☐ Understand management and supervisory skills
- ☐ Understand accounting principle and financial concepts.
- ☐ Define and apply the critical elements of business law
- ☐ Understand entrepreneurship

### PROGRAM ACTIVITIES

- ☐ Lecturing/simulations
- ☐ Small and Large Group Interaction
- ☐ School Based Enterprises

- ☐ School Based Enterprises/Inventory
- ☐ Role Playing
- ☐ Case Studies
- ☐ Presentations (AV & TECH)
- ☐ Computer Lab Work
- ☐ Selling Merchandise/Store Concessions
- ☐ Student Meetings
- ☐ COOP - (Off site, school to work)

#### AREAS

DESCRIPTION	EST. STAFF	EST. STUDENTS	SQ. FT. TOTAL
Lab	1-2	18-26	900-1000
Display Areas			50-100
Dressing Room		2-4	200
Storage (display)			200-400
Offices(staff/student	1-2		120-150
Conference Room	1-2	8-10	200
Store	1-2	2-4	200-300
Store Storage			200-300
Student Store	1	2-3	100
Concession Area			100-200

#### INTERNAL/EXTERNAL RELATIONSHIPS - WHAT SHOULD BE NEAR THIS AREA

- ☐ Cafeteria
- ☐ Computer Labs
- ☐ Core Classes

- ☐ Store and Concessions
- ☐ Commons Area
- ☐ Storage and Receiving Area
- ☐ Display/Dressing/Storage together
- ☐ Marketing Education Office
- ☐ Conference Room

INTERNAL/EXTERNAL RELATIONSHIPS - WHAT SHOULD **NOT** BE NEAR THIS AREA

- ☐ Music
- ☐ Classes with fumes or excess noise

UTILITIES

Plumbing:

- ☐ Plumbing should be positioned or dampened to minimize noise.
- ☐ A triple sink needs to be provided in the concession room and store.
- ☐ A sink should be located in the conference room.

HVAC:

- ☐ The heating, ventilation, and air-conditioning system needs to be of sufficient size to keep each instructional space at a comfortable temperature.
- ☐ The system needs to have a fresh air exchange system to keep high air quality in each instructional space.
- ☐ The lab supply and exhaust ducts need to be positioned to minimize any draftiness in the room.

- ☐ The HVAC controls need to be designed to allow individuals the ability to modify the lab temperature for the instructional requirements of the lab activities.
- ☐ The controls need to be positioned so that the room temperature is not “misread” (e.g., not too close to a door, window, or vent).
- ☐ Separate thermostats should be considered for storage area, and concessions.
- ☐ Good ventilation is needed for paint projects in the work/display area.

Electrical:

- ☐ Electrical supply outlets need to be sufficient to meet the electrical equipment needs of the modern classroom.
- ☐ Electrical supply outlets need to be placed on each stationary wall and at the counters in the lab. Floor outlets need to be placed in front of any operable walls.
- ☐ Electrical supply outlets need to be provided for any built-in audio-visual equipment installed in the lab (e.g., television, VCR, overhead/LCD projector, electric ceiling screen, etc.) Controls for the screen should be by the light switches.
- ☐ Each lab should have occupancy sensors installed for lights.
- ☐ 220 volt power needs to be provided in the store and concession room.
- ☐ The display areas should have floor duplexes.
- ☐ Floor duplexes are needed in the lab near the work tables.
- ☐ Electricity needs to be provided for roll-down, counter-height doors in the store and concession room.

Lighting:

- ☐ Lighting needs to be even across the classroom.
- ☐ Bi-level lighting will accommodate an instructor's need to vary the light intensity for different instructional tasks.
- ☐ The light fixtures need to be energy efficient T-8s with an electronic ballast to keep operating costs at a minimum. The lamps should have a CRI of .85.
- ☐ Accent lighting should be provided in the display area.
- ☐ Special spot lighting with timers and dimmers are needed in the display area.
- ☐ Track lighting for display areas are needed in the store.

Technology:

- ☐ Data drops are needed in:
  - Worktables in the lab (6 - 10 floor)
  - Each Office (1)
  - Store (2)
  - Concession area (2)
  - Display area (2)
- ☐ Video wiring for closed circuit in both the store and concession area.
- ☐ A data drop is needed near the ceiling mounted projector.
- ☐ Wall mount smart boards should be installed.
- ☐ Each lab needs to have access to cable TV for commercial, satellite and closed circuit broadcasts over the cable.
- ☐ Phone jacks should be placed near the door to the lab.

- ☐ The telephone system should be programmed to enable outgoing calls directly from the classroom. All incoming calls should go through the main office switchboard. A programmed phone system will allow direct incoming calls to the classroom if desired.
- ☐ Each lab should be equipped with an integrated clock, intercom, and bell system.
- ☐ Each classroom should be equipped with a TV, VCR, electric screen and overhead/LCD projector. In those classrooms that have moveable walls, the TV/VCR needs to be placed away from the moveable wall for noise separation.
- ☐ The area should be wired with data cable to enable the connection of a local area network and a wide area network

## **SURFACES**

### **Floors:**

- ☐ All areas should be vinyl composition tile with the exception of the lab which may be carpeted.
- ☐ The floor should be raised in the display area if possible.

### **Walls:**

- ☐ A 4'x16' white board with friction clips needs to be provided.
- ☐ Wall and ceiling surface materials need to accommodate the acoustical needs of the lab.
- ☐ Tackable spaces need to be provided in the lab, display area, and store.
- ☐ Cleanable surfaces on the walls are needed in the concession area.
- ☐ Windows are needed between the office and lab.

- ☐ Windows need to be of double pane glass and have operable integral blinds where practical.
- ☐ Natural light needs to be provided where possible.

**Ceilings:**

- ☐ The ceiling height of this space should be 9' - 11'.
- ☐ The ceiling should be a durable suspended ceiling with acoustical tile.

**Doors:**

- ☐ Each lab should have a standard sized exit door.
- ☐ Each door should have a small narrow window.
- ☐ Oversized doors are needed in the display area.
- ☐ Wide doors are needed in the storage room.
- ☐ Extra hardware security should be considered in the store and concession area.
- ☐ An electric counter-height roll down door is necessary in the concession area and store.

**STORAGE**

- ☐ Each lab needs to have at least 24' of base cabinets for storage.
- ☐ The base cabinets should have counter tops.
- ☐ Some of the counter area should have knee spaces underneath to act as desks for computer stations.
- ☐ Each lab needs to have overhead wall cabinets above the base cabinets.



- ☐ Each lab needs to have sufficient storage for those specialized books, magazines, and other instructional materials necessary for successful instruction.
- ☐ Each lab needs to have some locking cabinets specifically for the personal effects of the instructors.
- ☐ Space is needed for two (2) four-drawer, letter-size file cabinets.
- ☐ Adjustable shelving is needed in the display area.
- ☐ Adjustable shelving should be provided in the store and concession area.
- ☐ Two smaller storage areas should be considered rather than one large one.
- ☐ Locking floor to ceiling storage cabinets are needed in the storage area.
- ☐ Glass fronts on cabinets should be considered in the concession area facing the hallway for display of products.
- ☐ Can racks are needed for pop in the storage room.
- ☐ Secure cabinets are needed in the store and the concession area.

#### **FURNITURE AND EQUIPMENT**

- ☐ Each lab needs to be equipped with sufficient desks, tables, and chairs to meet the needs of the instructional program.
- ☐ Each lab needs to be equipped with a television, VCR, overhead/LCD projector, and electric ceiling-mounted screen.
- ☐ Periodical racks
- ☐ Freezer (may be provided by vendors)

- ☐ Commercial Refrigerator
- ☐ Microwave Oven
- ☐ Computerized cash register
- ☐ Ice Machine
- ☐ Popcorn Machine
- ☐ Espresso Machine
- ☐ Locking, glass display cases

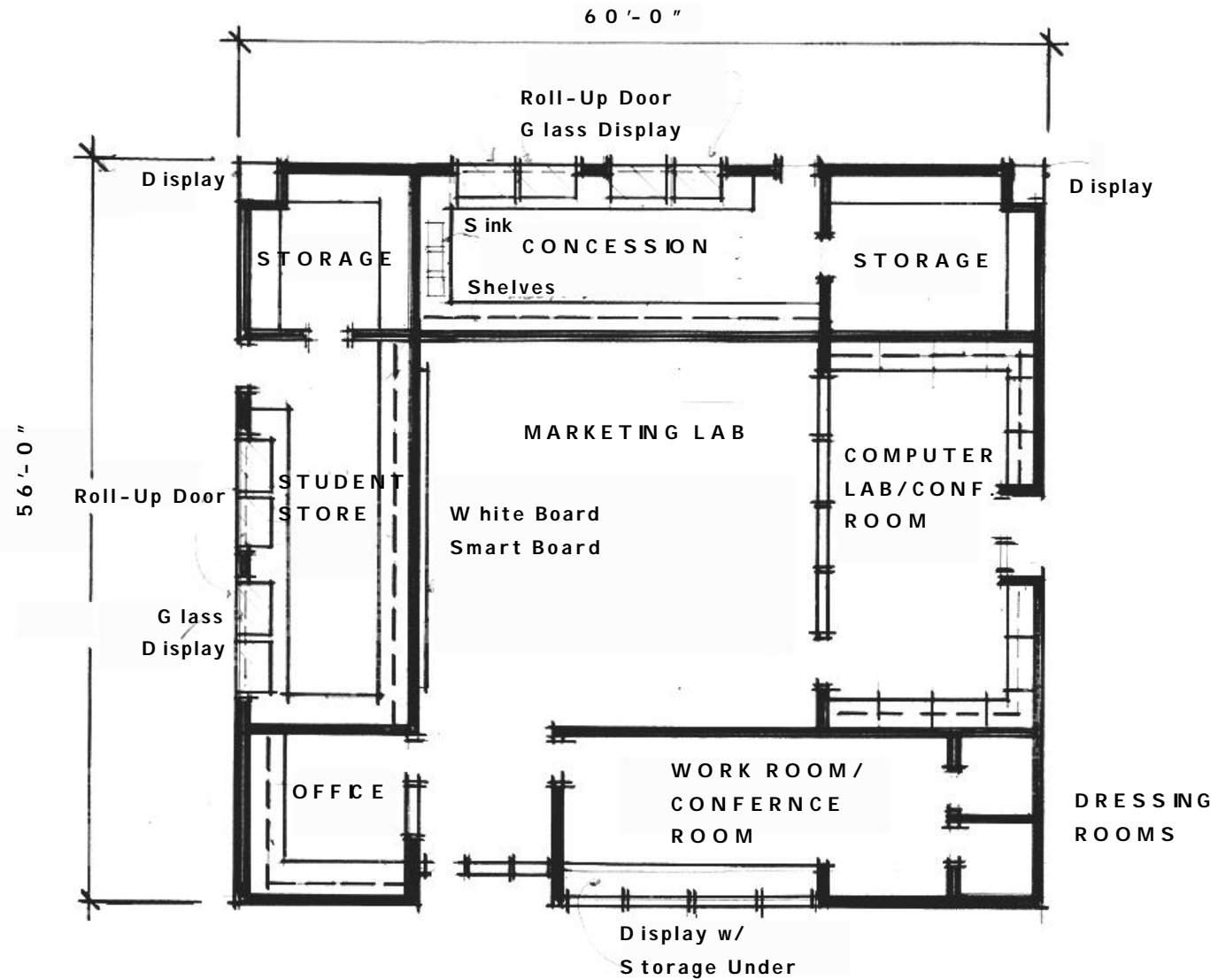
**SAFETY ISSUES**

- ☐ A safety kit should be provided in the concessions/store area.
- ☐ All furniture should be ergonomically correct.

## IMPORTANT NOTE

*The following graphics are intended to show typical spaces and spacial relationships. They are not intended to serve as architectural drawings and are not adapted to specific sites.*

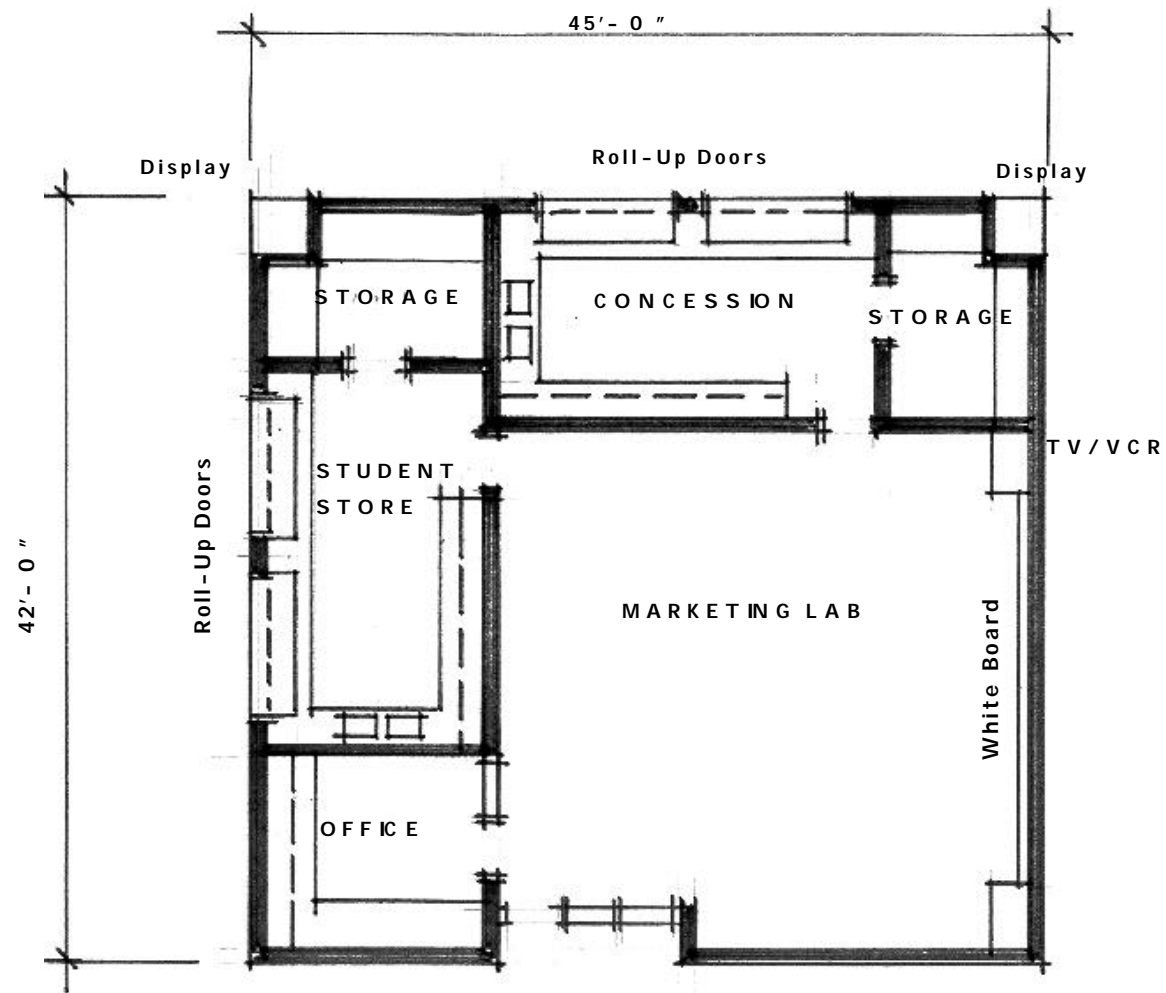
*These graphics should be used as a starting place for discussions with district personnel, planners, architects and engineers. Almost certainly, changes and adaptations will be required to meet the particular needs of the educational institution and the programs they offer.*



## MARKETING EDUCATION (Large School)

The Matrix Group

Not to Scale



**MARKETING EDUCATION (Small School)**

The Matrix Group

Not to Scale